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WHEN JOB ADS TURN QUALIFIED ETHNIC MINORITIES DOWN

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INTRODUCTION

EU Council and Parliament goal by 2030: Increase employment rate
Organizations are asked to enlarge diversity in pool of workers

Different methods are proposed: e.g., Qualification-based Targeted Recruitment (Newman & Lyon, 2009)
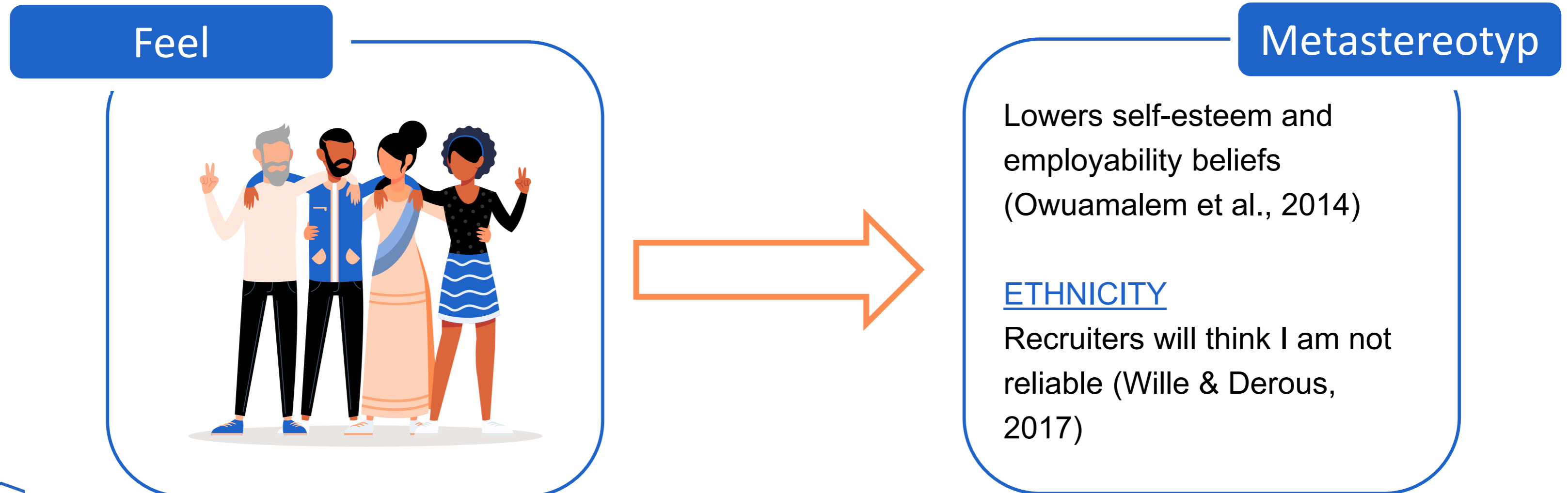
HOWEVER

May also have adverse effects and refrain certain people from applying

METASTEREOTYPES

Internalized beliefs about the ideas others hold about the group(s) you identify with (Vorauer et al., 1998)

Feel

Metastereotyp

Lowers self-esteem and employability beliefs (Owuamalem et al., 2014)

ETHNICITY
Recruiters will think I am not reliable (Wille & Derous, 2017)
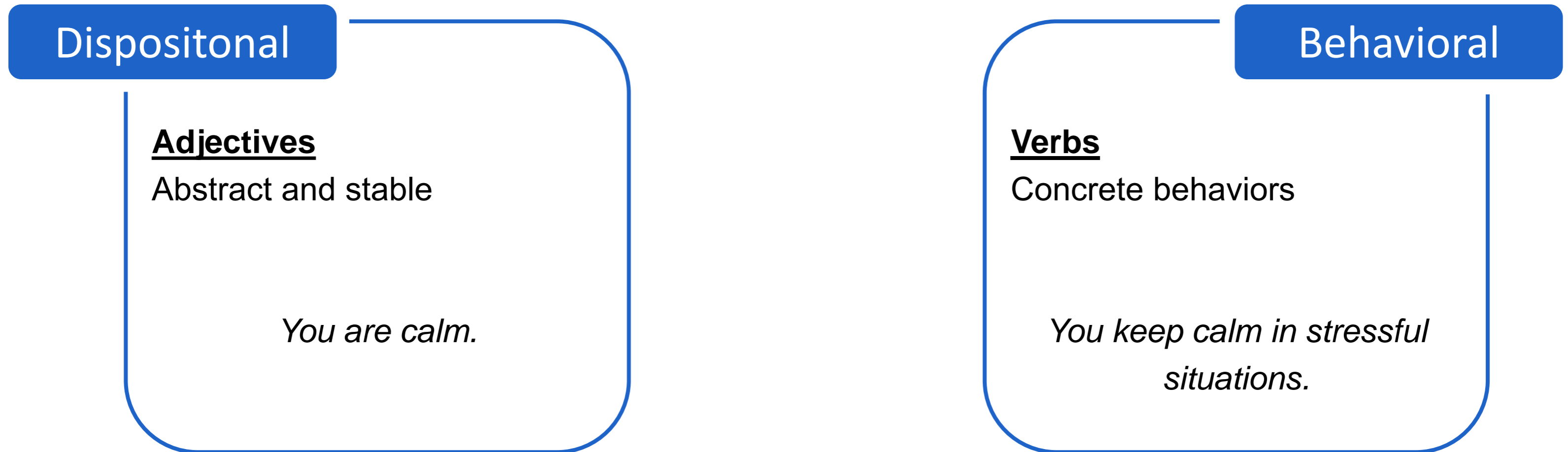
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METASTEREOTYPES IN JOB ADS

Negative metastereotypes in job ads

Job attraction and positive application decisions for:
– Women
– Older and younger job seekers
– Ethnic minorities

(Wille & Derous, 2017; Wille & Derous, 2018; Koçak et al, 2022)

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EFFECT OF WORDING?

Linguistic Category Model (Semin & Fiedler, 1991)

Dispositonal

Adjectives

Abstract and stable

You are calm.

Behavioral

Verbs

Concrete behaviors

You keep calm in stressful situations.
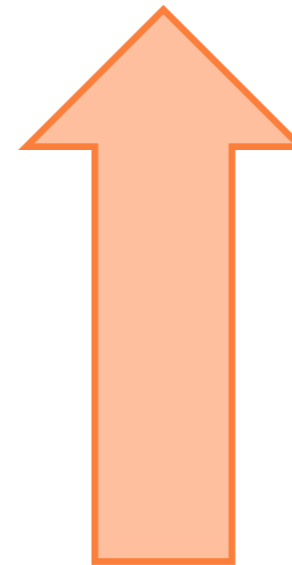
WORDING OF NEGATIVE METASTEREOTYPES

Negative metastereotypes in job ads

Job attraction and positive application decisions for:
– Women
– Older and younger job seekers
– Ethnic minorities

Behaviorally worded negative metastereotypes in job ads

Applications by qualified
– Women
– Older and younger job seekers
– Ethnic minorities

(Born & Taris, 2010; Wille & Derous, 2017; Wille & Derous, 2018; Koçak et al., 2022)

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UNDERLYING MOTIVATIONAL MECHANISMS

Challenge and threat

- Challenge and threat theory (Blascovich & Mendes, 2010):
  - Negative metastereotypes may lead to higher perceived threat
  - When motivation to disconfirm, the negative metastereotypes may lead to higher perceived challenge

- Context of age: challenge mediates effects of behaviorally worded negative metastereotypes (Koçak et al., 2022)

UNDERLYING MOTIVATIONAL MECHANISMS

Challenge and threat

eat
s may

! However, remains an understudied topic in
ethnic minority groups !

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METHOD

— Online experiment (*n* = 97 ethnic minorities): mixed factorial design

— Person profile of job ads

  — Trait: between-subject (no negative MS vs. negative MS)

  — Wording: within-subject (dispositional vs. behavioral)

NO NEGATIVE MS (EMOTIONALITY)		NEGATIVE MS (INTEGRITY)	
DISPOSITIONAL	BEHAVIORAL	DISPOSITIONAL	BEHAVIORAL
You are calm.	You keep calm in stressful situations	You are reliable.	You act in a reliable manner.

STUDY 1A: JOB ATTRACTION

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AIMS OF STUDY 1A

1st aim

What are the effects of negative metastereotypes in job ads on job attraction?

Does behavioral wording of negative metastereotypes counter these effects?

2nd aim

Can the underlying motivational mechanisms be explained by perceived challenge and threat?

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HYPOTHESES

Hypothesis 1

Negative metastereotypes (ethnic minority) → lower job attraction

Hypothesis 2

Negative metastereotypes → less negative impact on job attraction if worded behaviorally

Hypothesis 3

Dispositionally worded negative metastereotypes → greater threat → lower job attraction.

Hypothesis 4

Behaviorally worded negative metastereotypes → more challenge → greater job attraction.
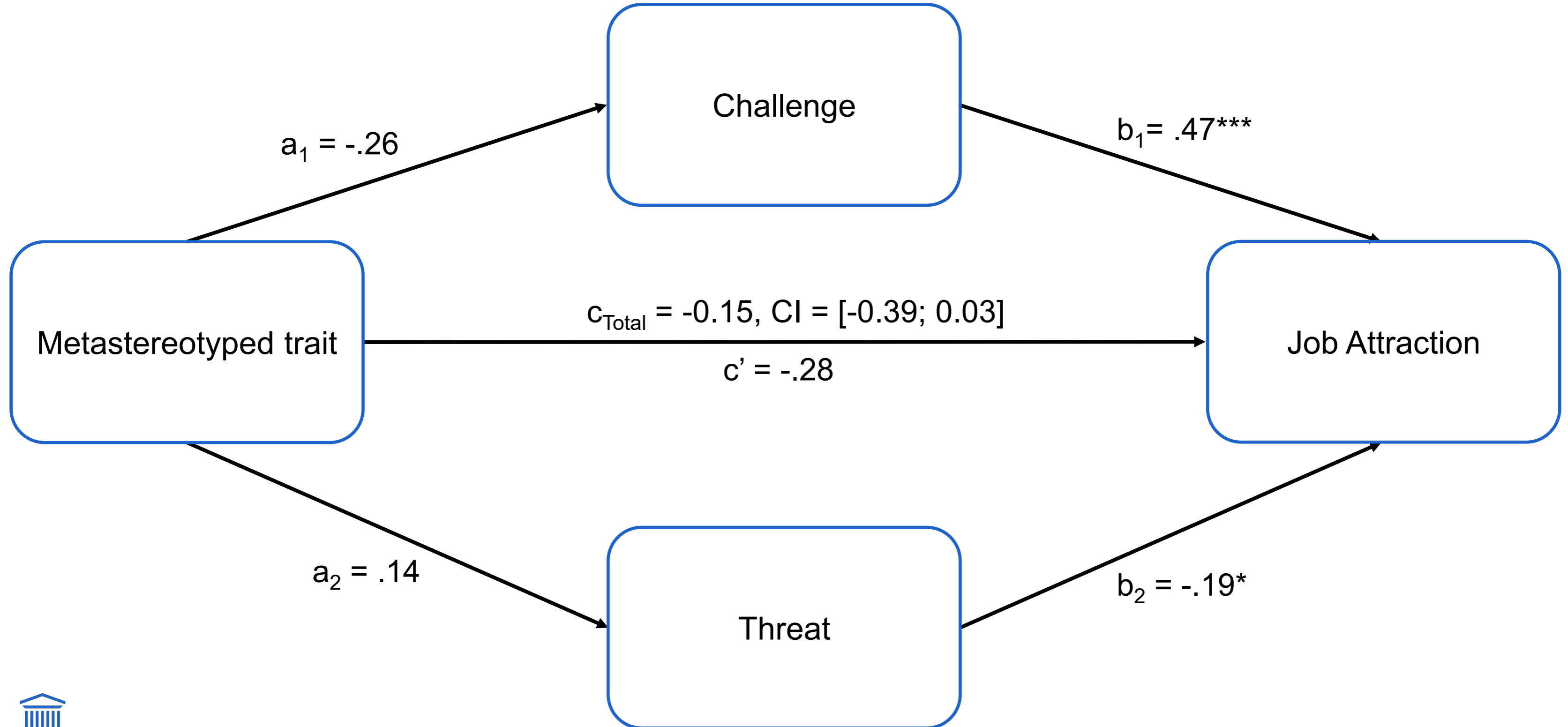
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RESULTS – JOB ATTRACTION

RM-ANOVA:

– Main effect of trait ($F(1, 94) = 6.88$, $p = .01$, $\eta_p^2 = 0.07$)

– No effect of wording ($F(1, 94) = 1.80$, $p = .18$)

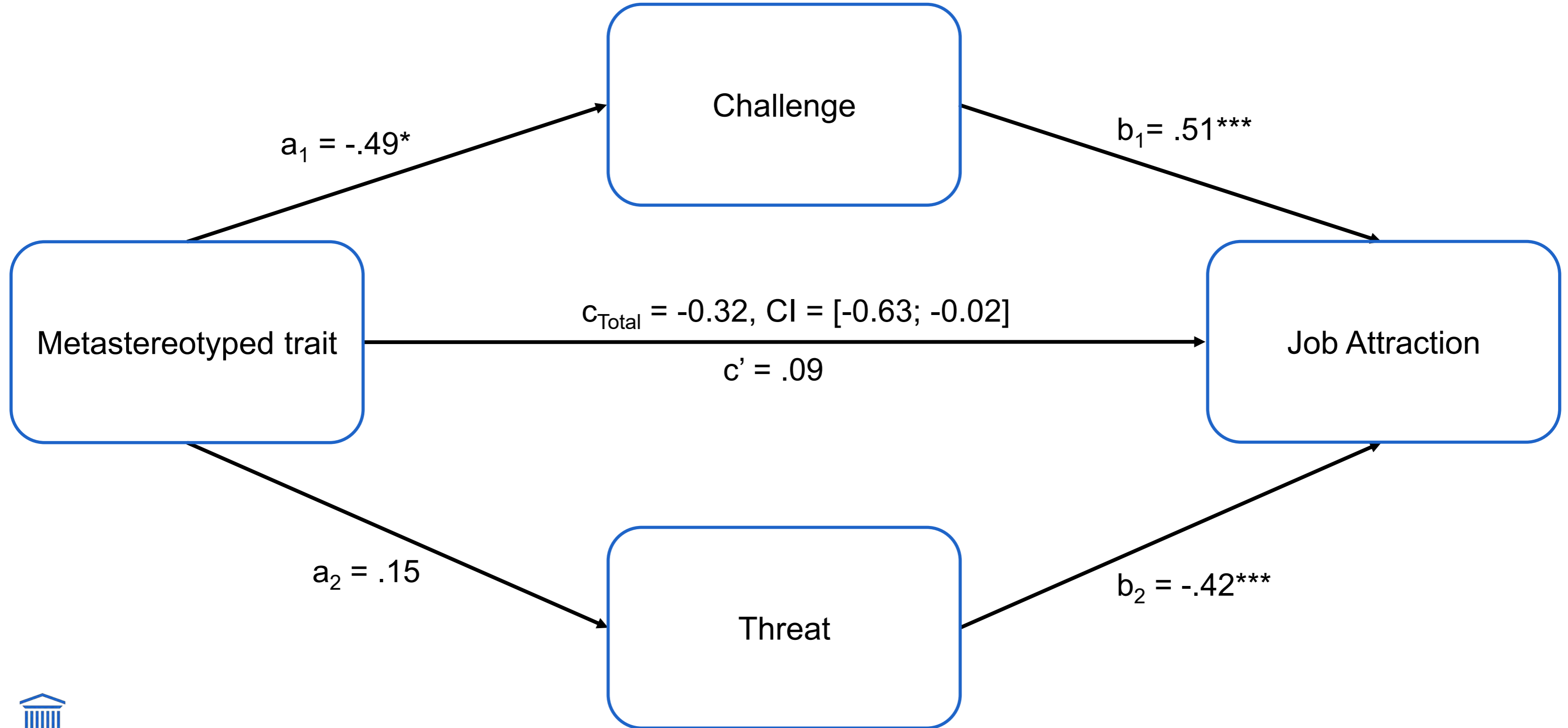– No interaction effect of trait and wording ($F(1, 94) = 0.04$, $p = .85$)

Job Attraction

	Emotionaliteit	Integriteit
Dispositioneel	3.66	3,22
Situationeel	3,44	3,04

p = .02
p = .08

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RESULTS – CHALLENGE AND THREAT (DIS)

RESULTS – CHALLENGE AND THREAT (BEH)

$a_1 = -.49^*$

$b_1 = .51^{***}$

Challenge

Metastereotyped trait

$c_{Total} = -0.32, CI = [-0.63; -0.02]$

$c' = .09$

Job Attraction

$a_2 = .15$

$b_2 = -.42^{***}$

Threat

$c_1 = -.25, CI = [-0.51; -0.05]$
$c_2 = -.06, CI = [-0.24; 0.11]$

HYPOTHESES

Hypothesis 1 ✅

Negative metastereotypes (ethnic minority) → lower job attraction

Hypothesis 2 ❌

Negative metastereotypes → less negative impact on job attraction if worded behaviorally

Hypothesis 3 ❌

Dispositionally worded negative metastereotypes → greater threat → lower job attraction.

Hypothesis 4 ❌

Behaviorally worded negative metastereotypes → more challenge → greater job attraction.

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DISCUSSION STUDY 1A

No effect of wording?

- What about application decisions?
  → see study 1B

- Level of language proficiency?
  Nuance between dispositional and behavioral wording too hard to grasp?

- Cultural differences?
  - Usage of verbs vs. adjectives (Maass et al., 2016)

Challenge and threat?

- Ethnicity is a more stable characteristic (compared to age)

- Discrimination based on ethnicity is more widespread in society

→ Can simply not be perceived as a challenge?

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STUDY 1B: APPLICATION DECISION

AIMS OF STUDY 1B

1st aim

Are qualified ethnic minority job seekers more likely to apply when negative metastereotypes are worded in a behavioral way?

2nd aim

Is the effect of wording more pronounced in the higher educated group?
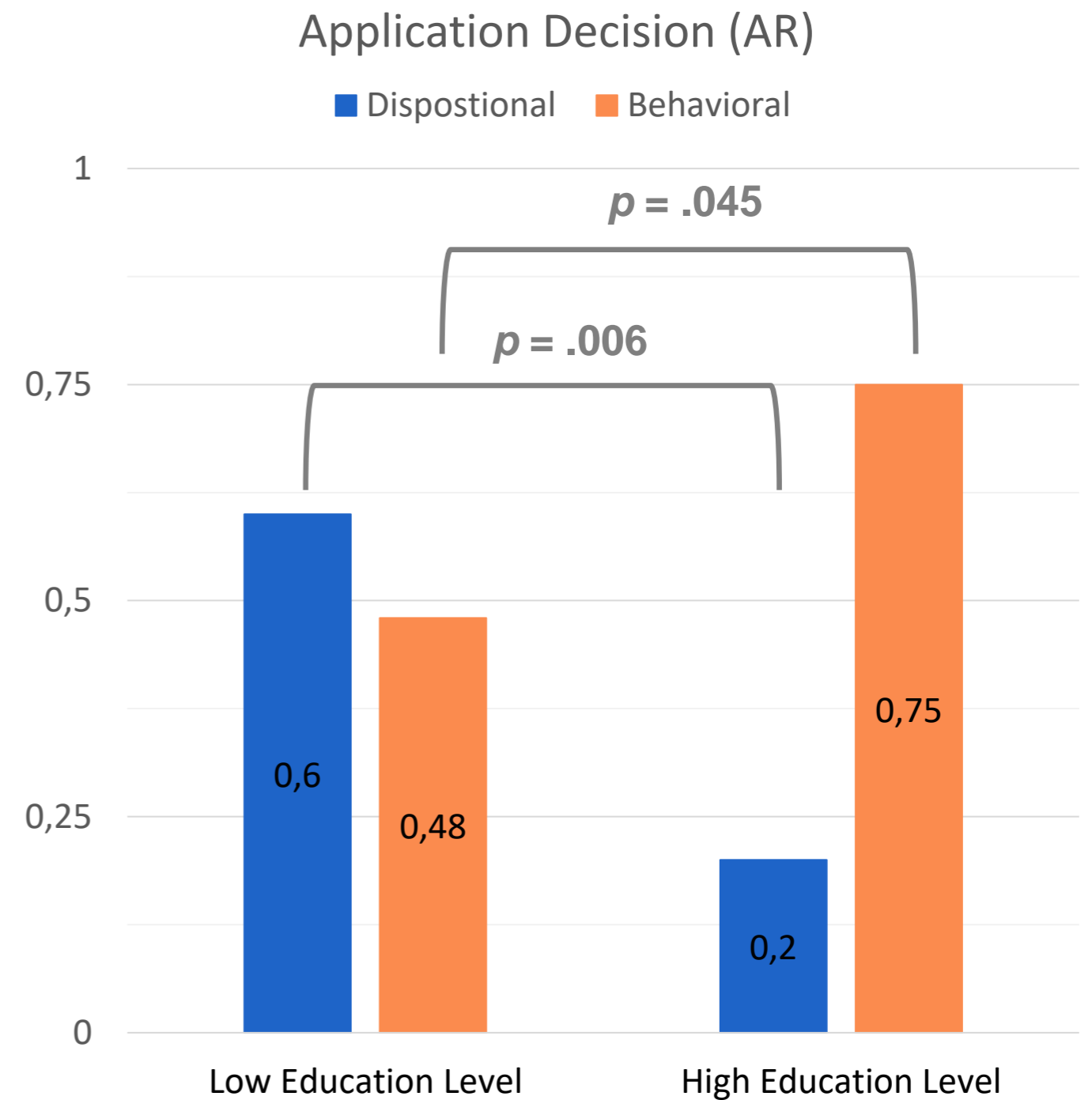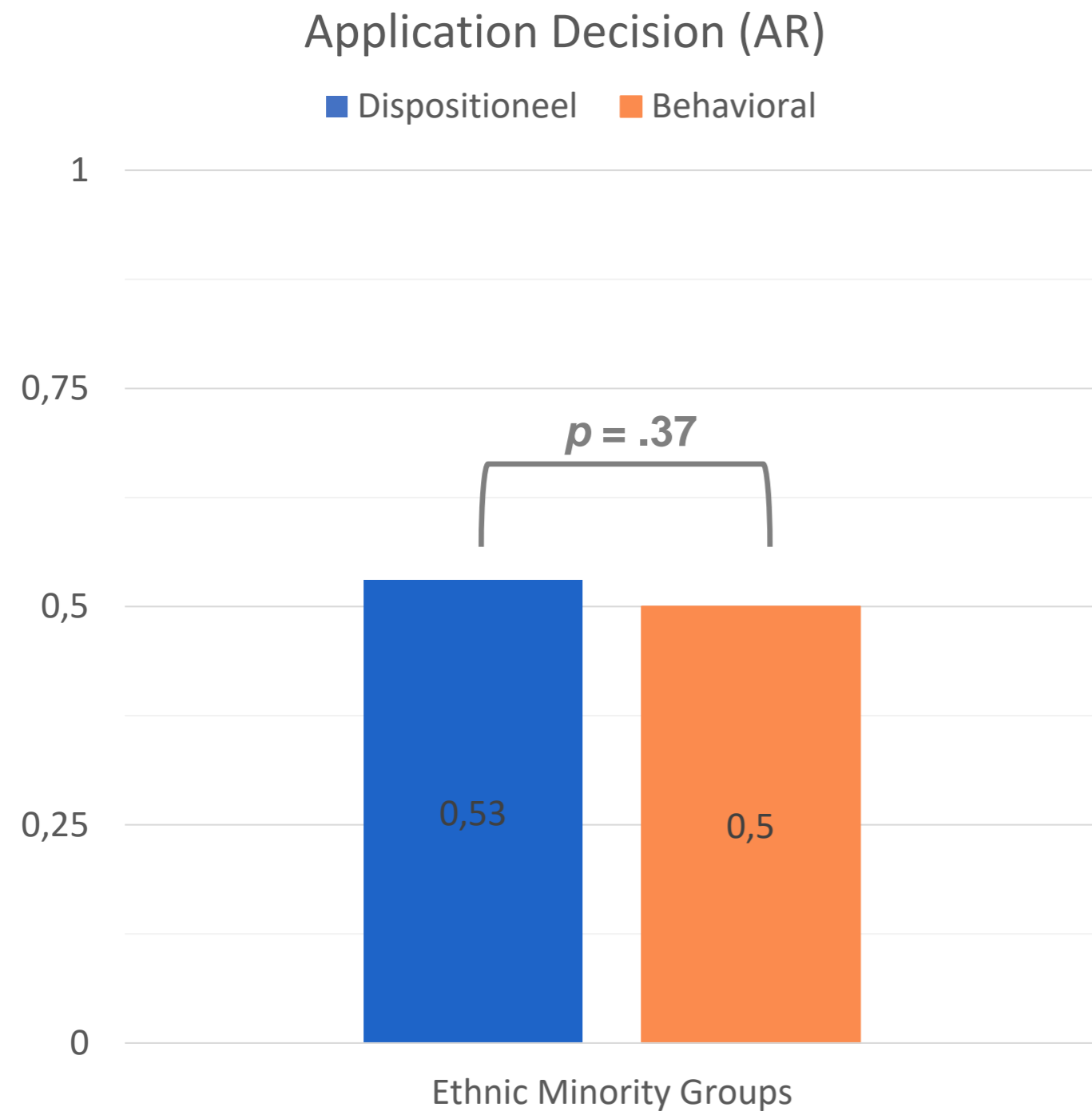
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HYPOTHESES

Hypothesis 1

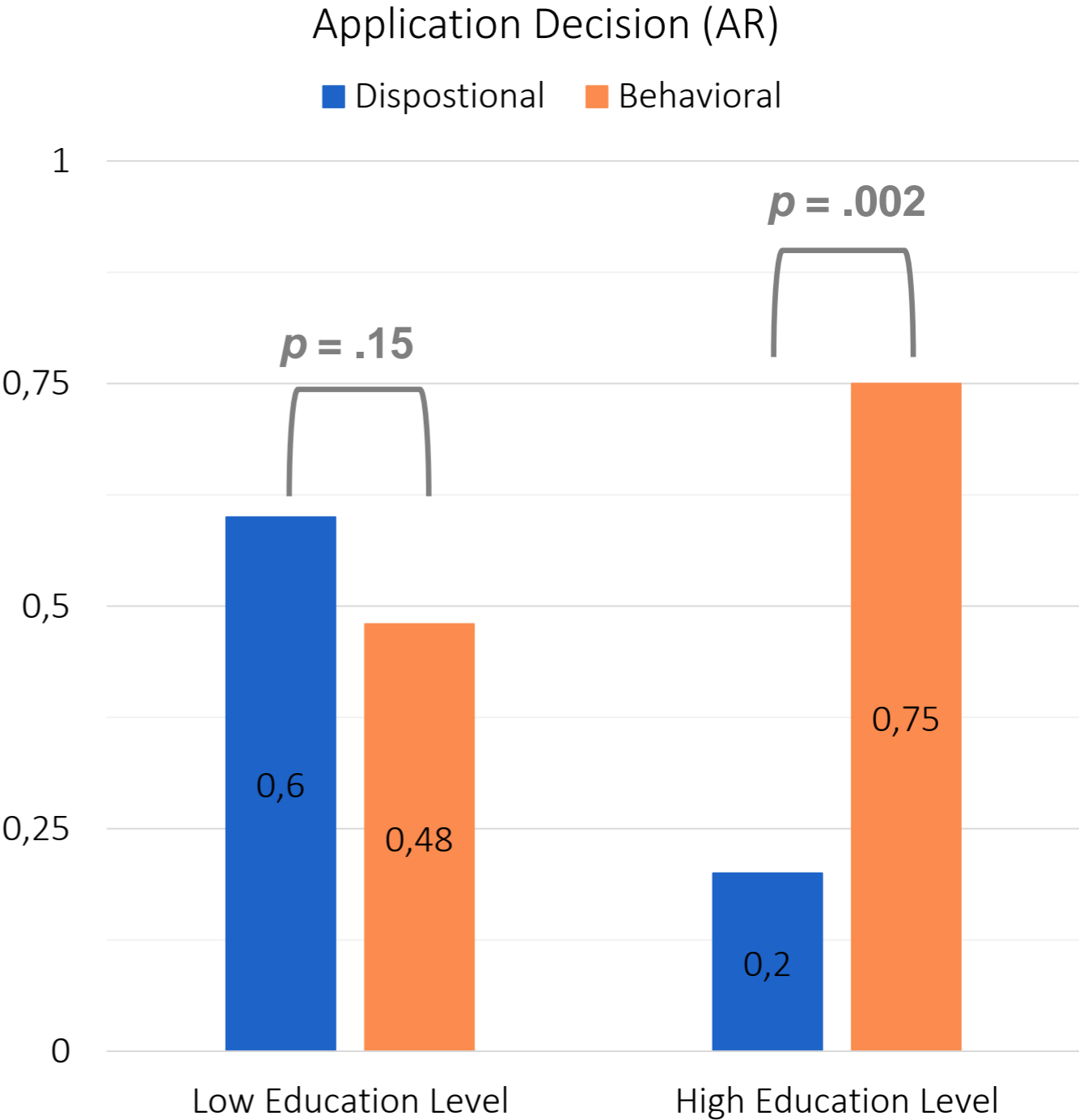Behavioral wording of negative metastereotypes → qualified people more likely to apply

Hypothesis 2

Effect of wording more pronounced for higher educated qualified ethnic minority job seekers

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RESULTS – APPLICATION RATE

Application Decision (AR)

■ Dispositioneel ■ Behavioral

$p = .37$

0,53   0,5

Ethnic Minority Groups

Application Decision (AR)

■ Dispostional ■ Behavioral

$p = .045$

$p = .006$

0,6   0,48   0,2   0,75

Low Education Level   High Education Level

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RESULTS – APPLICATION RATE

Application Decision (AR)
■ Dispositioneel ■ Behavioral
p = .37
0,53 0,5
Ethnic Minority Groups

Application Decision (AR)
■ Dispostional ■ Behavioral
p = .002
p = .15
0,6 0,48 0,2 0,75
Low Education Level   High Education Level

HYPOTHESES

Hypothesis 1: ❌

Behavioral wording of negative metastereotypes → qualified people more likely to apply

Hypothesis 2: ✅

Effect of wording more pronounced for higher educated qualified ethnic minority job seekers

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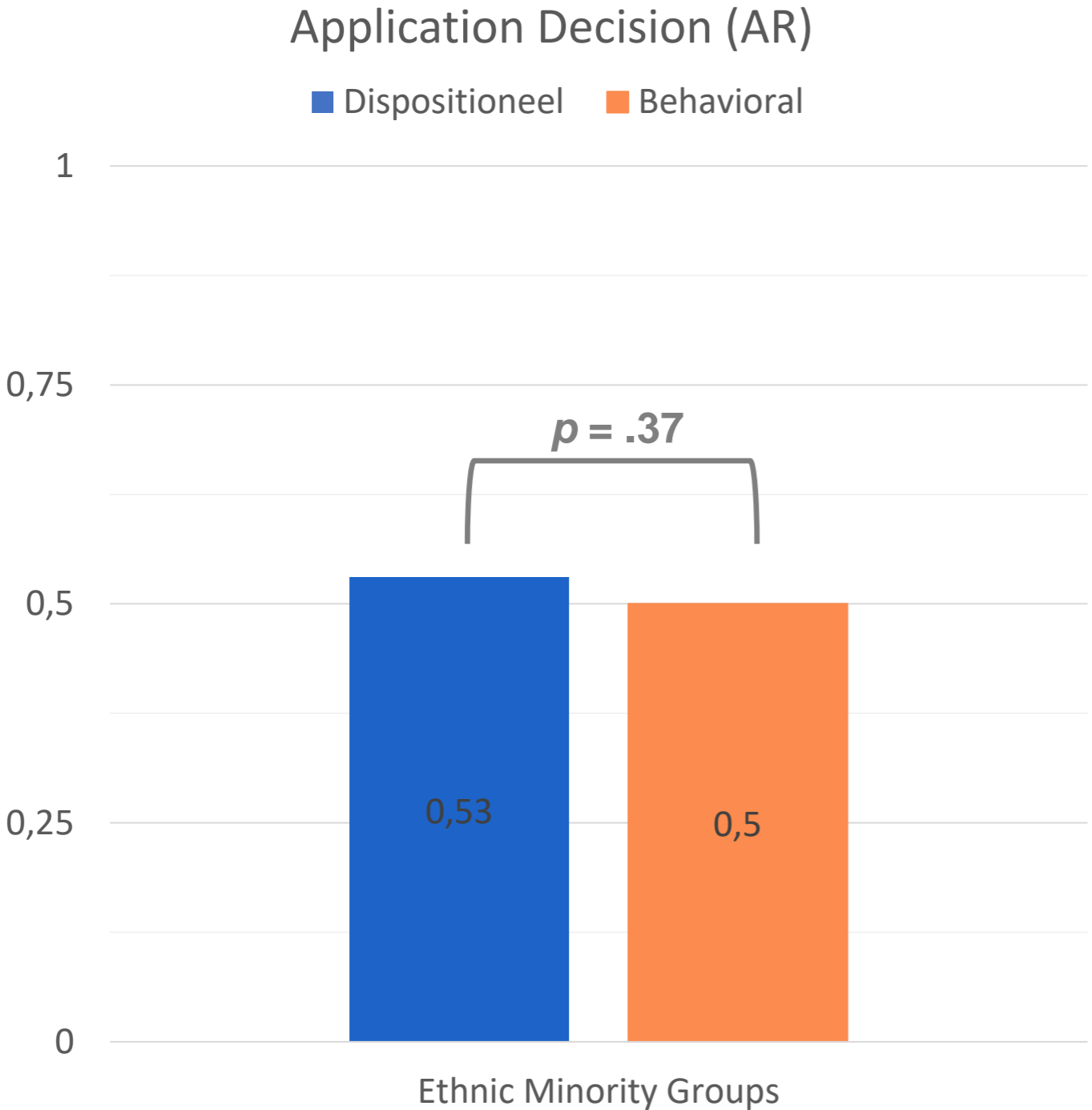
DISCUSSION

Only effect of wording in higher educated

– No effect when studying application decision

– Language proficiency?
  – Sample from Wille & Derous (2017) enrolled in Flemish secondary education → reach a certain level of Dutch
  – Also supported by the fact that we do find effect in higher educated group (related to language proficiency)

– Cultural differences? (Maass et al., 2016)

GENERAL DISCUSSION

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CONCLUSION

– QTR may not always have desired effect

– Certain personality requirements may be perceived as a barrier by ethnic minority job seekers

– Quick-fix solution of wording may also not work in this group

➔ Additional research is needed

→ Effect of wording

→ Underlying motivational mechanisms?

QUESTIONS OR REMARKS?

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